

# Social Media



Presented by  
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## Social Media

- Social Media
  - Internet-based communication tools
  - immediacy, interactivity, participation
  - Blogs, Video/Photo posting sites, social networks, forums, online customer support chat sites, etc.

14

twitter



30



13

Blogs



WordPress

**200**

**facebook.**

**2nd**

**400**

**5**

**Grandparents**

**What Is Facebook?**

- Social Networking service
- Accessible via the Web and some mobile devices
- New “town square” for conversations, news, and events (similar to AOL in the mid-90s)

**What Is Facebook?**

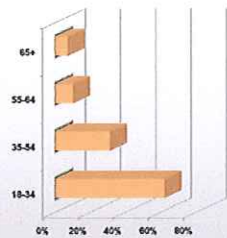
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## Why Use Facebook?

- High visibility
- When you post content, the content is pushed out to Facebook users
- Facebook users can easily share your content with others
- Easy to post information; can be automated

## Stats on Facebook

- 78% of *all* online households use Facebook
  - 18 to 34: 6 in 10
  - 35 to 54: 3 in 10
  - 55 to 64: 1 in 10
  - 65+: 1 in 12



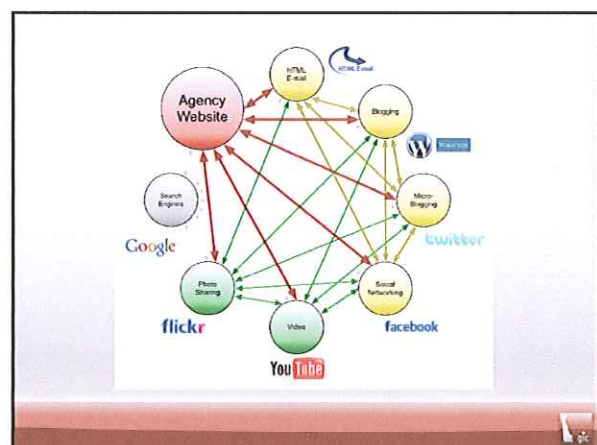
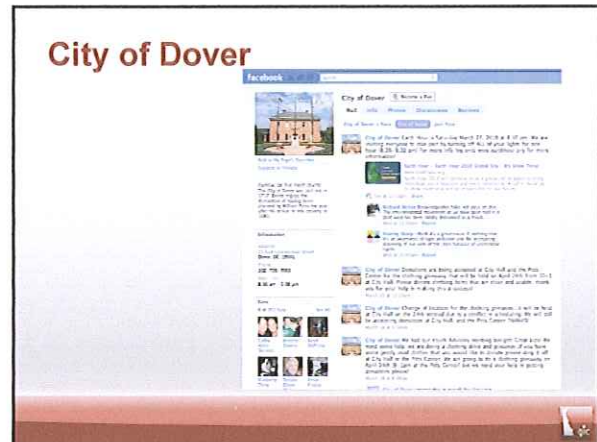
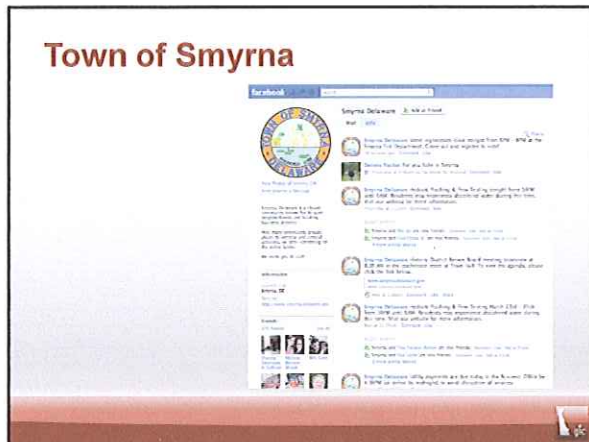
SOURCE: PEW INTERNET RESEARCH PROJECT

## State of Delaware

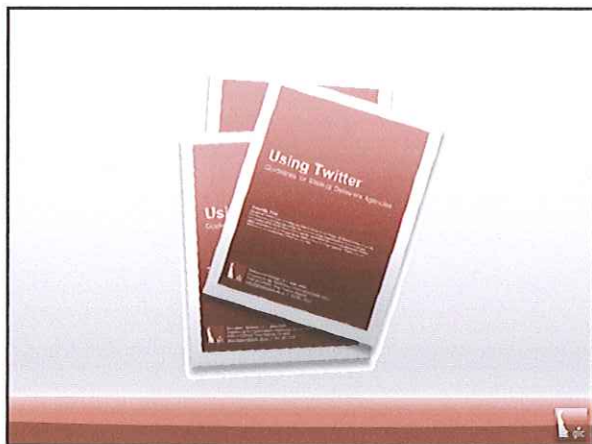


## Governor Jack Markell









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